CodingBest KeywordCompeting

Keyword Competing User Manual

Version 2.01

2011-5-15

Keyword Competing User Manual, Version 2.01

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1. Importance Note

1.1. Welcome

Keyword Competing is designed for offering an all-in-one solution that will perfectly meet your keyword research needs. This program helps you pinpoint niche markets for Pay-Per-Click advertising.

It also has built-in keyword research abilities that will help you find the most profitable keywords that internet users actually search for.

Keyword Competing helps you manage your keyword lists with ease.

This User Manual can help you install and start using this software.

You can always contact our technical support department at tech.support@chat4support.com or call our live chat service on our site www.keywordcompeting.com from GMT1:00am to GMT9:30am, Monday to Friday.

1.2. What is “Seed Keywords”

"Seed Keywords" refers to the words you use to start a keyword research project. The directions that seed keywords will take you to can produce a rich source of money-making keywords.

Seed Keywords are crucial to Keyword Competing. They are not only regarded as keywords to be analyzed, but also considered to be an important clue of searching and analyzing your known and unknown competitors' information. You must enter seed keywords to start your keyword research work.

How to enter your seed keywords

To enter a list of seed keywords click on the "Finder" tab. You have several choices for seed keywords source:

a. Enter a seed keyword one by one then click "Add Keyword" button or press Enter.

b. To input numbers of seed keywords, please read "**Manage Keywords**" of this User Manual for reference.

c. Evaluation Edition allows you to enter only 2 seed keywords, while in Standard Edition you can enter 200 seed keywords.

1.3. What is "Competitors for Analysis"

"Competitors for Analysis" is used to describe researching primary and secondary competitors. It seeks to identify strengths and weaknesses that a competitor's website may have, and then use that information to improve efforts by ourselves.

Competitors for Analysis is vital to Keyword Competing. After analyzing competitors, you can create marketing strategies that take advantage of your competitors superiority, and improve your own business performance. It will help you to be realistic about how successful you can be. Entering competitors to start your keyword research work is also necessary.

How to enter your competitors

To enter a list of competitors click on the "Finder" tab. You have several choice for competitors source:

a. Enter a competitor's domain one by one then click "Add Competitor" button or press Enter.

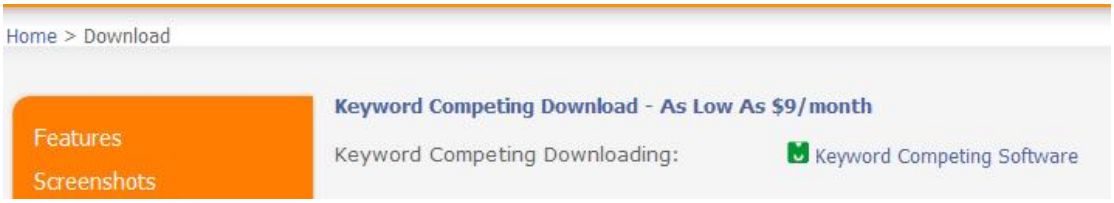
b. To input numbers of competitors, please read **"Manage Keywords"** of this User Manual for reference.

c. In Evaluation Edition you can enter only 1 competitor's domain, while you can enter 20 in Standard Edition.

2. Getting Started

2.1. How to Install

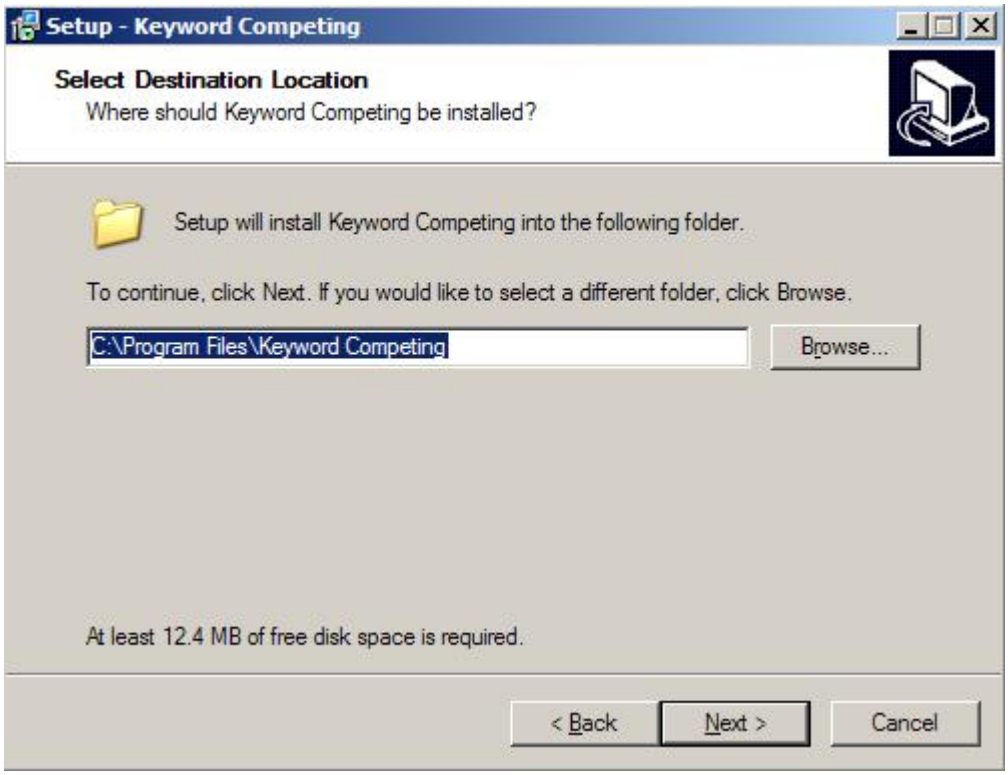
a. Download the latest version of Keyword Competing from the Download page, http://www.keywordcompeting.com/Download.asp



b. Uncompress the download package and double click "Keyword Competing.exe" to get started. Then click "Next" in the coming "Welcome to the Keyword Competing Setup Wizard" interface to continue.

Setup - Keyword Competing
Welcome to the Keyword Competing Setup Wizard
This will install Keyword Competing 2.3.3 Build 0412 on your computer.
It is recommended that you close all other applications before continuing.
Click Next to continue, or Cancel to exit Setup.
Next >
Cancel

c. Click "Next" to continue in the "Select Destination Location" interface, and setup will install Keyword Competing into the default folder. If you would like to select a different folder, click "Browse".


Setup - Keyword Competing
Select Destination Location
Where should Keyword Competing be installed?
Setup will install Keyword Competing into the following folder.
To continue, click Next. If you would like to select a different folder, click Browse.
C:\Program Files\Keyword Competing
Browse...
At least 12.4 MB of free disk space is required.
< Back
Next >
Cancel

d. Click "Finish" in the last "Completing the Keyword Competing Setup Wizard" interface to exit Setup.

Setup - Keyword Competing
Completing the Keyword Competing Setup Wizard
Setup has finished installing Keyword Competing on your computer. The application may be launched by selecting the installed icons.
Click Finish to exit Setup.
Launch KeywordCompeting
Finish

2.2. How to Activate

When you first use Keyword Competing, you must obtain a license. Please purchase a license online or apply for trial license.

- **Click "Evaluate" to obtain a trial license.**

We offer an Evaluation Edition that is for 7-day free trial with full functionality. The features of Evaluation Edition will be disabled after 7-Day free trial period expires from the day you obtain a trial license to evaluate the software.

Keyword Competing
When you first use Keyword Competing, you must obtain a license. Please purchase a license online or apply for a trial license.
Evaluate
Obtain a License
Keyword Competing
Obtained a trial license successfully.
Please go a head to evaluate the software.
确定
Evaluate
Obtain a License

Note:

- ✧ If you try to apply for a trial license again after you have done that before, you will see a notice "You already applied for a trial license on yyyy-MM-dd and now what you have obtained is the old registration code. Please purchase a formal license online if you need continue to use Keyword Competing".
- ✧ After the 7-day free trial period expires, please contact us if you want a trial license again. (See **Hints** below, and you will know how to change the registration code.)

- **Purchase a license online**

You can go to our Buynow page, http://www.keywordcompeting.com/Buynow.asp to place your order. After the order is processed successfully, please input your order number in the registration form and the software will generate the registration code automatically (**"File -Register"**).

- **Renew Your License**

When your purchase license has expired, a notice will pop up as below:

Keyword Competing
Your license is incorrect or has expired. Please purchase a license online so that you can avoid any interruption of the use of Keyword Competing.
Evaluate
Obtain a License

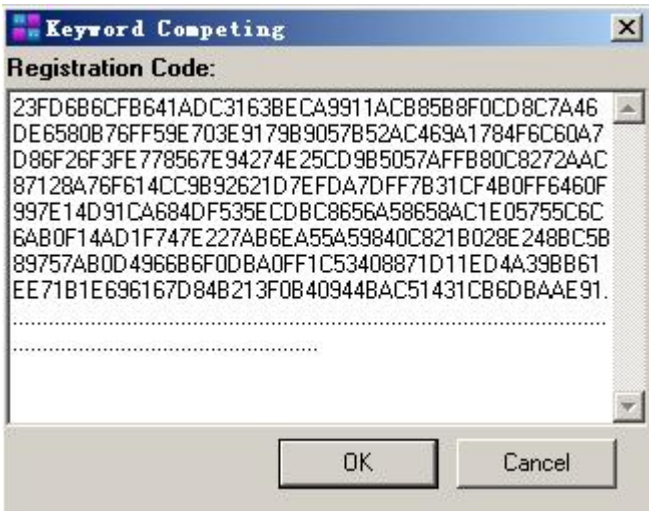
Then please go to the Buynow page and place an order again to renew your license.

Hints

- The same registration code CAN NOT be used on other computers.
- Keyword Competing will create a hard code base on computer's hardware. If you need to use the software on a new computer or if for any reason your computer crashes or certain hardware changes which will make a different hard code, please contact us to get a new registration code for free.
- **How to change the registration code**

  a. Run Keyword Competing, then click "**File – Input Registration Code**"

b. Replace the old registration code with the new one, then click "OK". (You'd better copy and paste the new code, as inputting the code manually will cause mistakes easily.)



3. Find Keywords

3.1. Selecting a Search Method

To find keywords follow these steps:

a. Click on the "Finder" tab.
b. Enter your seed keywords and competitors' domain to start the research work. (For more details, please view **Importance Note**.)
c. Select a Search Option where to look for keywords:
Search Options: It not only refers to the search engines (Google, Yahoo, Bing)which can process the keyword searching simultaneously, but also refers to the country domains in tracking ,such as, google.com ,google.ca ,google.co.uk, .etc. But if you are not located in the US, the results in your Google.com might not be same as the google results in the US.

Language: The language you used for your keyword search

Depth: Round of searches with new keywords generated. The maximum for Evaluation Edition is 2 and the maximum for Standard Edition is 10.

Results Per Pages: The software will show top 10/20/30/50/100 results per page for your keyword search.

Pages: Pages of results for each keyword query. The maximum for Evaluation Edition is 2 and the maximum for Standard Edition is 10.

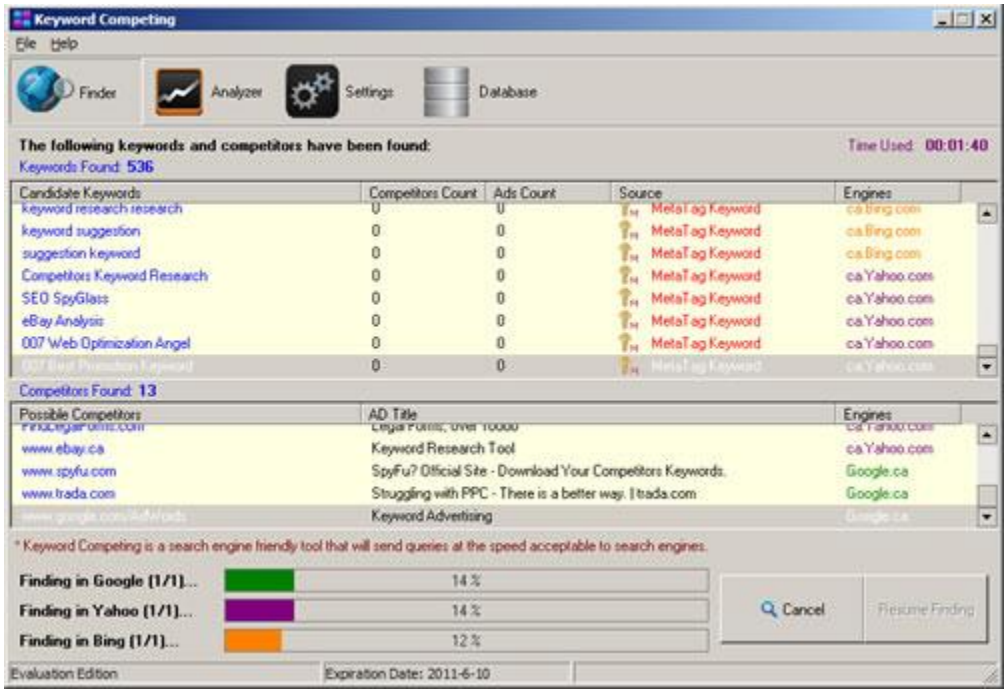
Meta Tag Spider: Scrape meta keywords, descriptions and home page titles from competitors' websites

Search Suggest: The software uses search Engine's autocomplete service which will suggest keywords when you type.

Related Keywords: Spy on and generate millions of relevant keywords from search engine.

Smart Keyword Generator: This can suggest top searched and most related keywords.

d. Click on the " Find Keywords" button and wait until the search finishes. Three progress bars on the bottom of the window and "Time Used" will indicate the progress of the search. After the search is completed, a small window will pop up to tell you about it and there also shows the total time used for finding keywords.



3.2. Related Keywords Spider

How to find keywords using the "Related Keywords Spider" search method

This option uses the Metacrawler search network's related keyword lists. It also re-spiders the first list of resulting keywords to gather even more related keywords. This option results in many popular keywords highly related to your seed keywords.

To use this option select the **Related Keywords** as your keyword source on the "Finder-Search Options" tab.

3.3. Keyword Suggestion

How to find keywords using the " Keyword Suggestion" search method

This option uses a keyword autocomplete feature which suggests about 10 keywords as you type your keyword into the search box. It returns keywords that people are actually searching for on Google, Yahoo and Bing.

To use this option select the **Search Suggest** as your keyword source on the "Finder-Search Options" tab.

3.4. Meta Tag Spider

How to find keywords using the Meta Tag Spider search method

The Meta Tag Spider, finds the top positioned webpages for that keyword in Google, Yahoo and Bing, and it extracts their meta tag keywords, if they have any. This approach will help you to get lots of valuable keywords. Many websites who are on top are using search engine optimization techniques, including using the right keywords in their meta tags.

There is no guarantee that you will find keywords that you are looking for, but most of the time you will find a huge list of valuable keywords.

To use this option select the **Meta Tag Spider** as your keyword source on the "Finder- Search Options" tab.

3.5. Smart Keyword Generator

How to find keywords using the "Smart Keyword Generator" search method

This is the most prominent feature in Keyword Competing's superiority to others. It will help you to obtain large numbers of top searched and most related keywords with rounds of searches in Google, Yahoo and Bing.

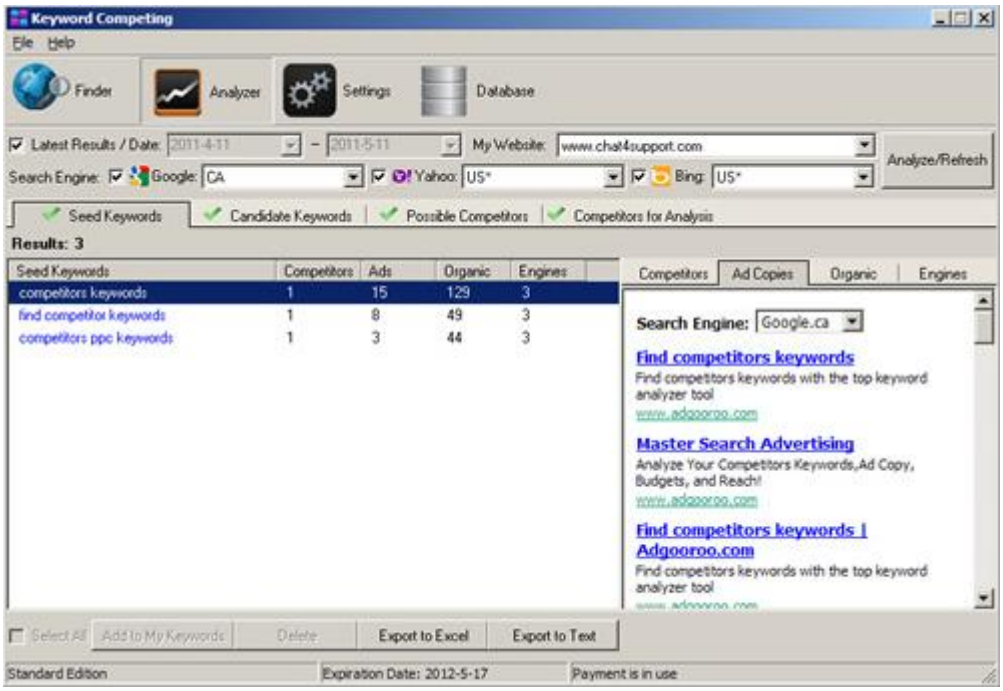
To use this option select the **Smart Keyword Generator** as your keyword source on the "Finder-Search Options" tab.

4. Analyze Competition

4.1. Keyword Analysis

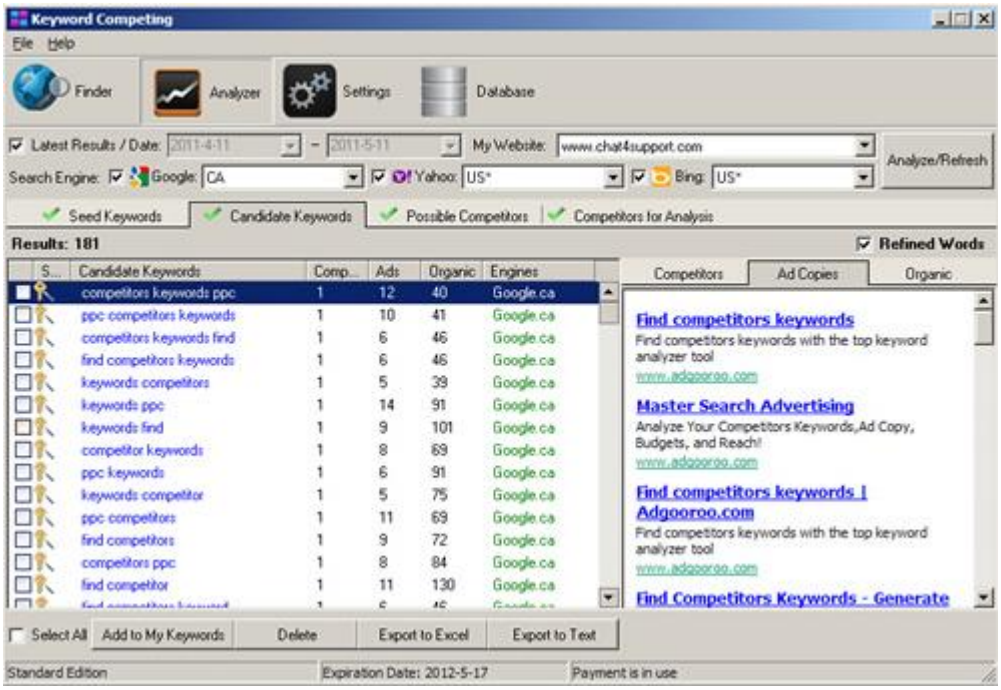
You can get information about your keywords analysis as follows:

a. Analyze user specified keywords (Seed Keywords)



b. Generate and refine relevant keywords, create new keywords with Smart Keyword Generator and extract keywords from Search Engine Suggest and Related Keywords.

- Find out how many competing ads are running for each keyword and at the same time identify high and low competition keywords.
- Sort keywords by the number of competitors, ads and relevancy.
- Uncover advertisers' ad copies and organic results for each keyword.

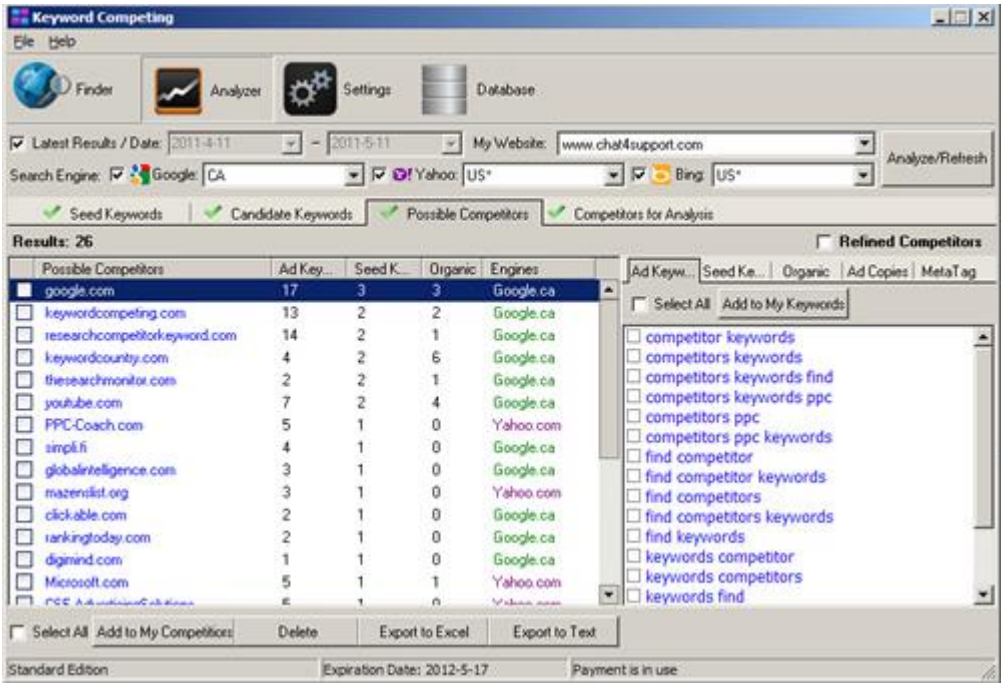


Please note that only 50 new candidate keywords can be shown in Evaluation Edition, while it is unlimited in Standard Edition.

4.2. Competitors Analysis

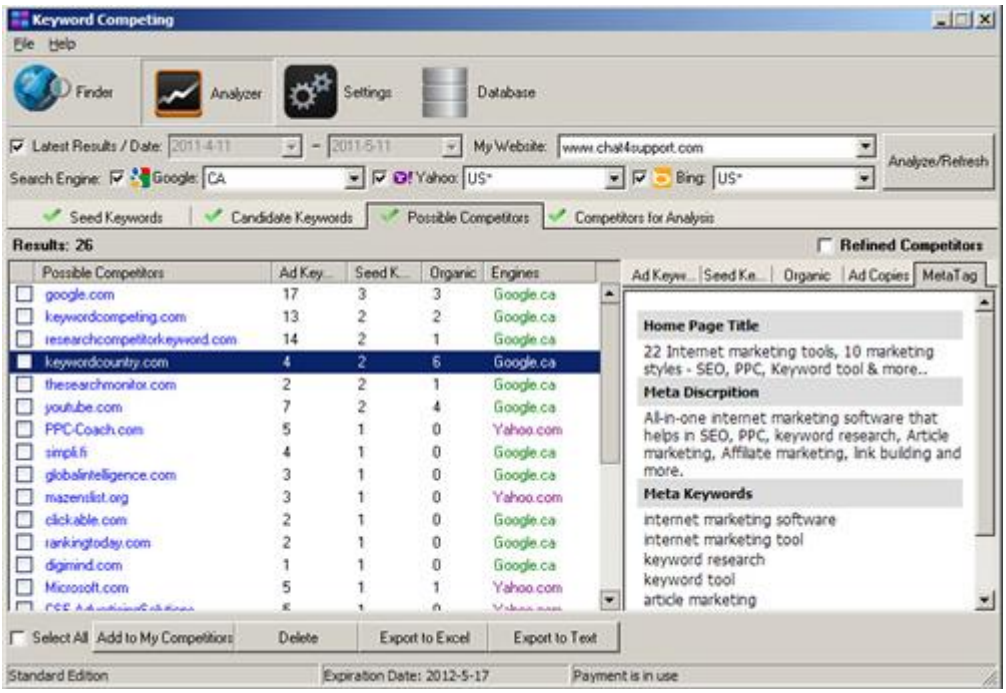
You can get information about your competitors analysis as follows:

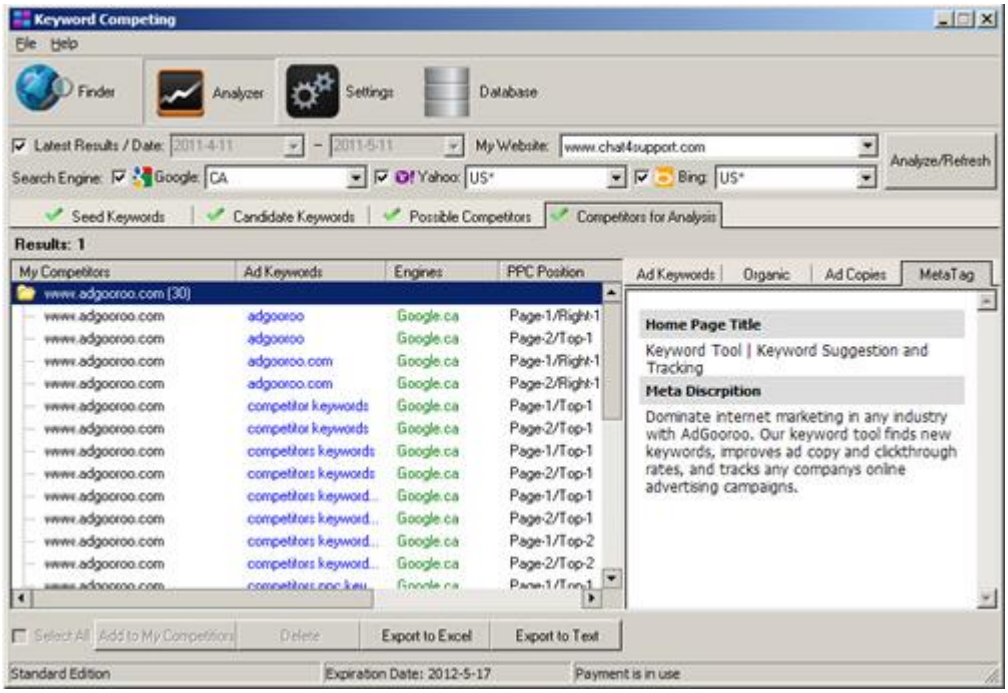
a. Discover new competitors and get seed keywords, ad keywords and keywords with Meta Tag Spider from relevant websites. This approach will get you lots of valuable keywords.



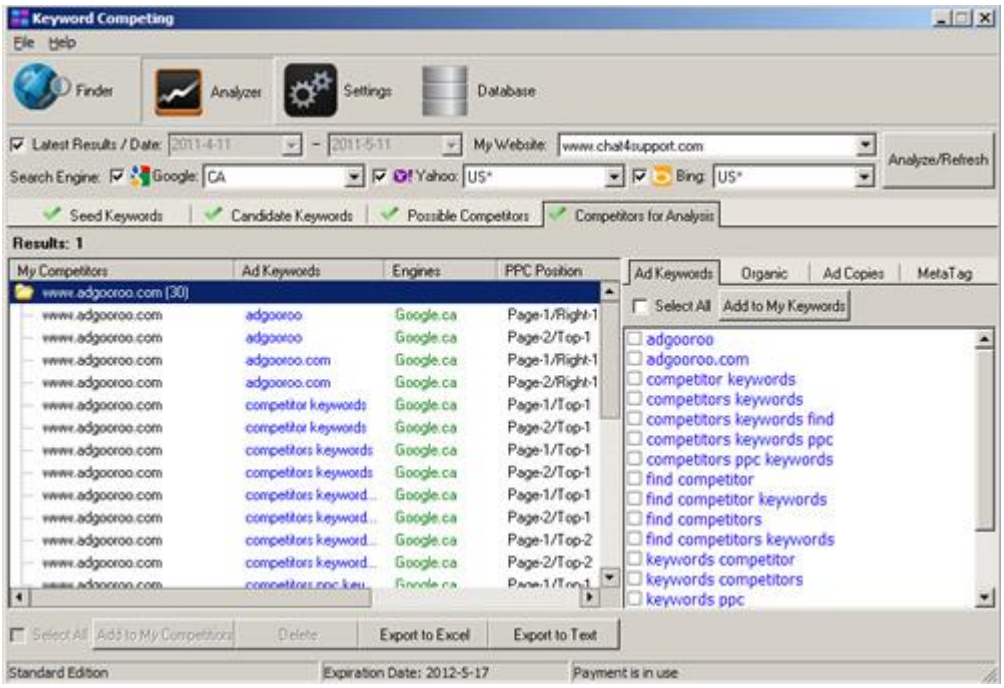
Please note that only 10 new possible competitors can be shown in Evaluation Edition, while it is unlimited in Standard Edition.

b. Scrape meta keywords, descriptions and homepage title from competitors' websites.





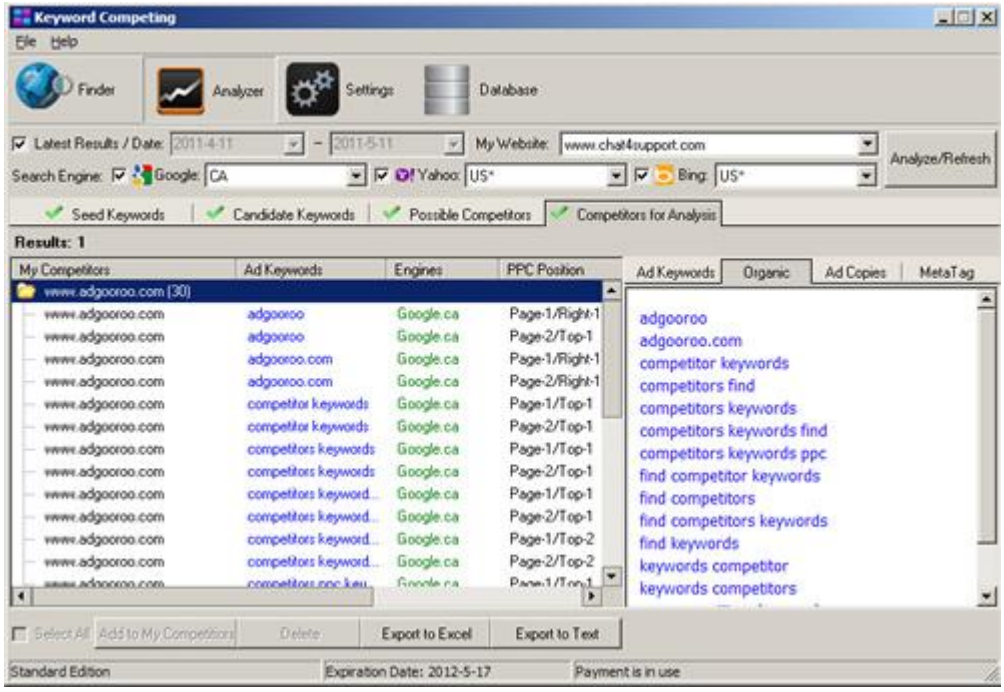
c. Find out competitors' PPC keywords with ad variations and ad rankings, and how many competing ads are running for each keyword. (Identify high and low competition keywords.)



Please note that only 10 competitors' PPC keywords can be shown in Evaluation Edition, while it is unlimited in Standard Edition.

d. Check organic ranking for each competitor's keyword and focus on competitors' top organic keywords.

e. Compare your keyword PPC and organic positions with your competitors. In the meanwhile, find out competitors' abandoned keywords and newly added keywords.



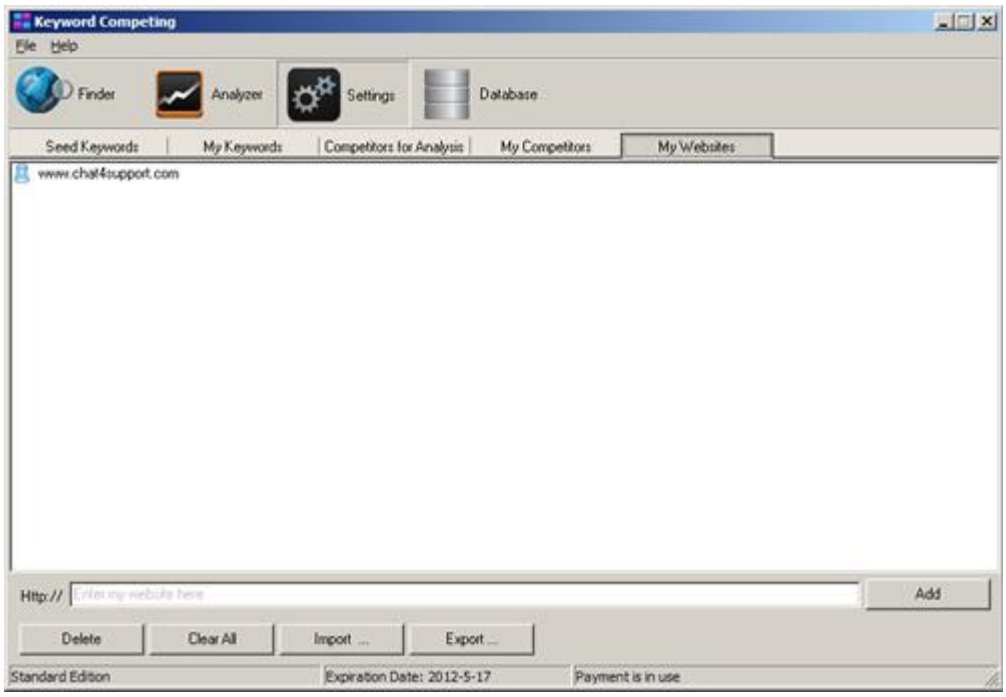
Please note that you have added **My Websites**, or you cannot compare with your competitors. Read **Additional Remarks** for reference.

4.3. Additional Remarks

- Please tick **"Last Time/Date"** to get the latest search results. Otherwise, there will show all the data during the selected time period.
- You will easily get the newest results from the selected engine by pressing Analyze/Refresh button.
- You can add any candidate keywords or Ad keywords to **My Keywords** and add any possible competitors to **My Competitors** by clicking **Add to My Keywords** and **Add to My Competitors** buttons.

- **How to enter My Websites**

Click on the **"Settings** – **My Websites"** tab and enter your own websites one by one or import numbers of websites by pressing "Import".



4.4. What is Refined

This option helps you to refine the most popular and top searched keywords among the ones in the candidate keywords list or possible competitors list.

To use this option select **Refined Words** on the **"Analyzer – Candidate Keywords"** or **"Analyzer - Possible Competitors"** tab.

4.5. How to Save Results

You can easily export all data to excel or text to save the results and make your own reports.

To use this function click **"Export to Excel"** or **"Export to Text"** on the bottom of the **"Analyzer"** tab.

5. Manage Keywords

5.1. Import / Export Data

Import data from Text / XML to set up seed keywords, my keywords, my competitors and my websites lists for analysis.

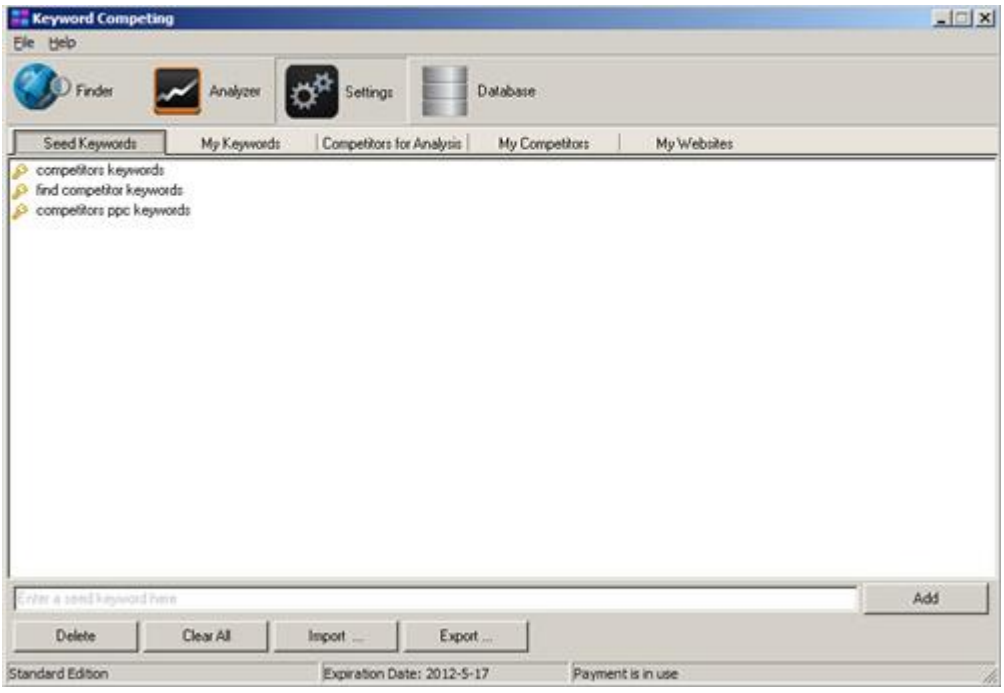
Export data to Text / XML / Excel to save the data and make your own report.

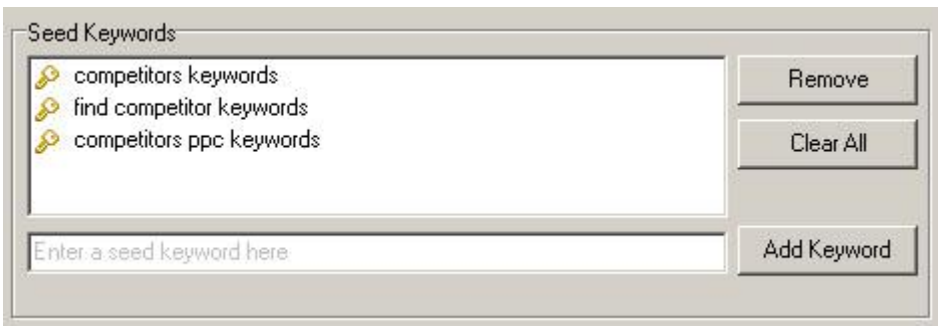
Use these functions click **"Import"** or **"Export"** on the bottom of the **"Settings"** tab.

5.2. Add to "Seed Keywords"

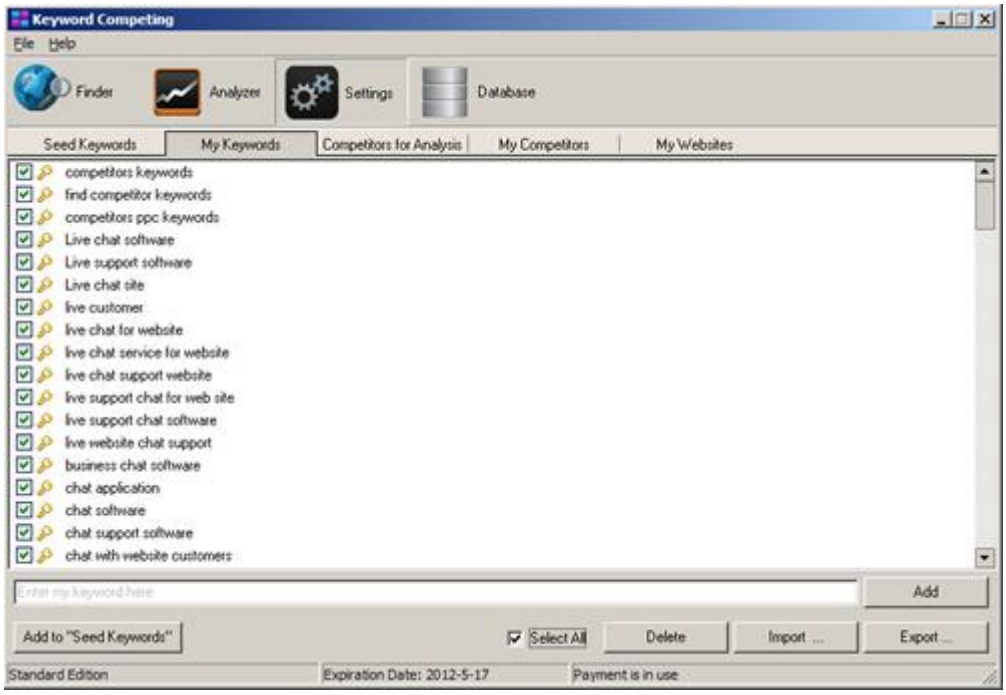
How to add new useful keywords to "Seed Keywords" list

a. Click on the "Settings – Seed Keywords" tab, and enter seed keywords one by one or import your own keywords. This approach also makes your newly added seed keywords appear on "Finder – Seed Keywords" list.





b. Click on the "Setting – My Keywords" tab, and enter new keywords one by one or import numbers of your own keywords. After that, press Add to "Seed Keywords" button to make the keywords also appear on "Settings – Seed Keywords" list and "Finder – Seed Keywords" list.

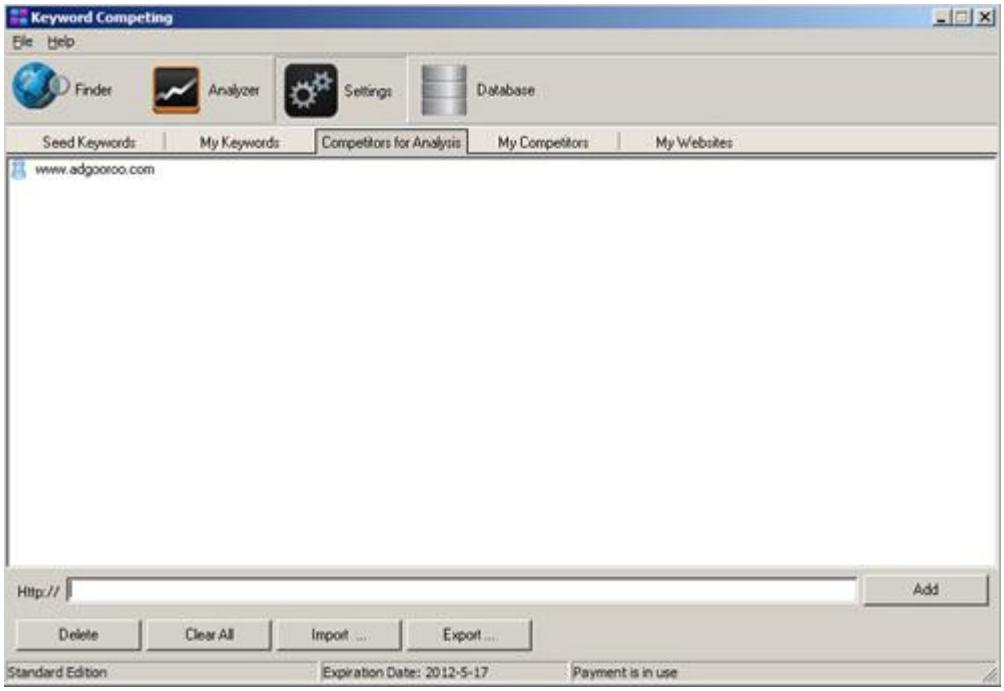


Please note Evaluation Edition allows you to enter only 2 seed keywords, while in Standard Edition you can enter 200 seed keywords.

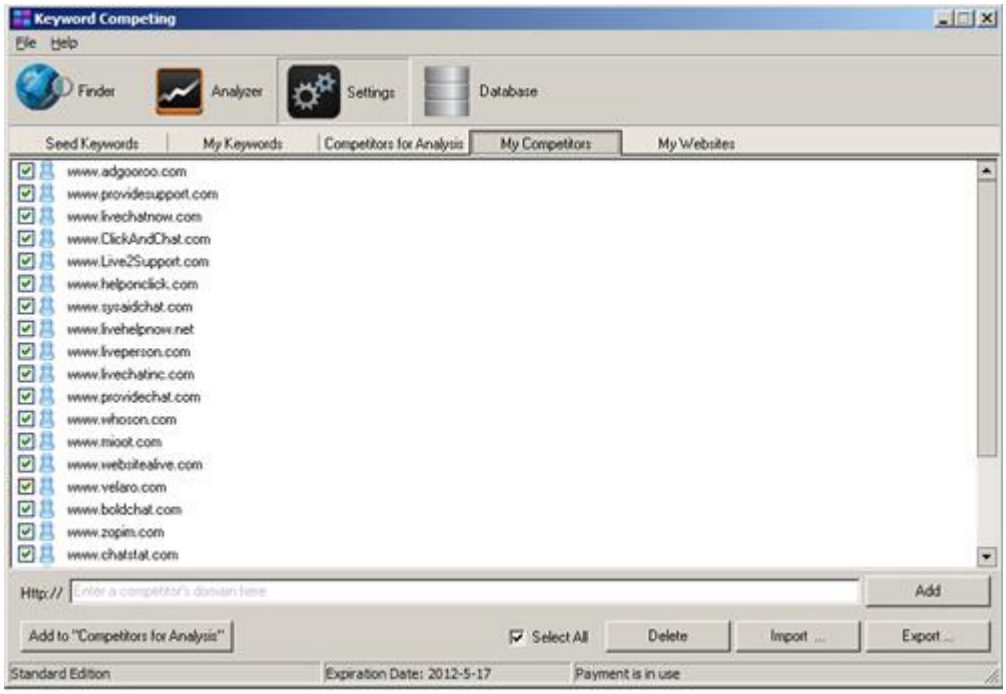
5.3. Add to "Competitors for Analysis"

How to add new possible competitors to "Competitors for Analysis" list

a. Click on the **"Settings – Competitors for Analysis"** tab, and enter competitors' domain one by one or import numbers of your own competitors. This approach also makes your newly added competitors appear on "**Finder – Competitors for Analysis**" list.



b. Click on the **"Setting – My competitors"** tab, and enter competitors' domain one by one or import numbers of your own competitors. After that, press Add to "Competitors for Analysis" button to make the competitors also appear on **"Settings –Competitors for Analysis"** list and **"Finder –Competitors for Analysis"** list.



Please note in Evaluation Edition you can enter only 1 competitor's domain, while you can enter 20 competitor's domains in Standard Edition.

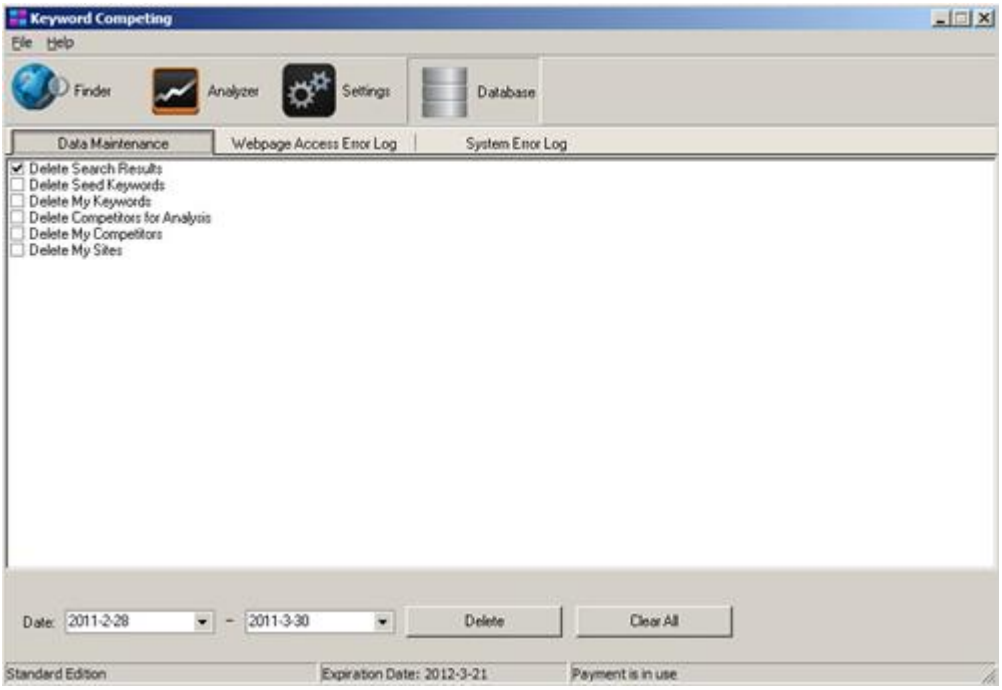
6. Clean Data

6.1. Clear Results

If your database size is larger than 1G, it may slow down the speed of finding and analyzing keywords. Therefore, you'd better shrink the database at regular intervals.

Clear Results

Select a specific date or a time period and delete/clear all results for each data list (Search Results, Seed Keywords, My Keywords, Competitors for Analysis, My Competitors and My Sites).

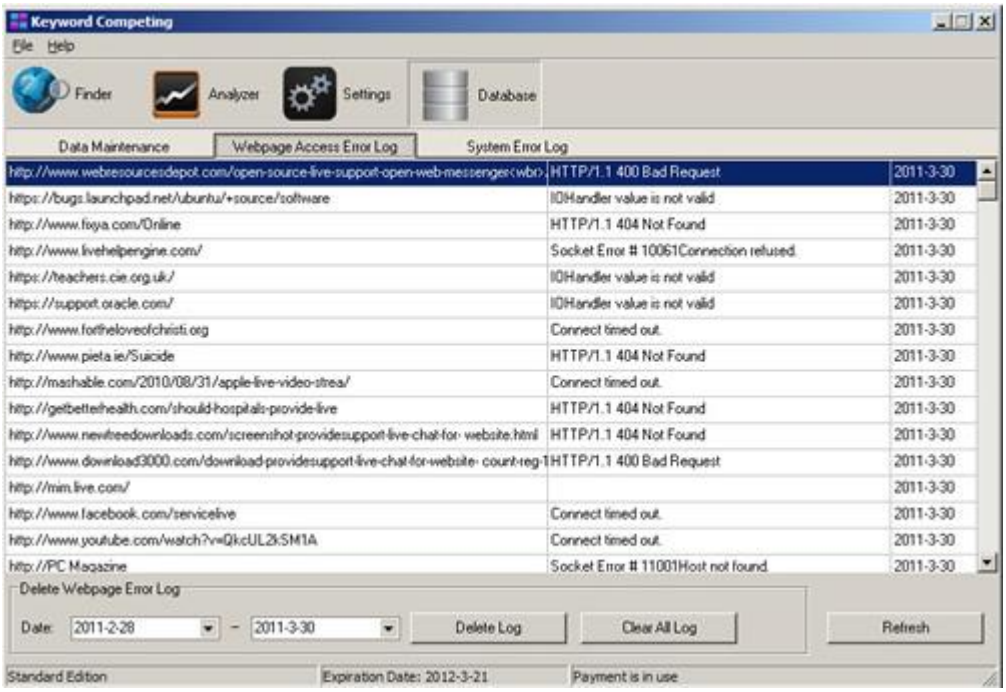


Hints:

- "Delete": To delete each selected data list from the specific date or a time period.
- "Clear All": To empty all data from the time when you start to run this software until now.

6.2. View / Clear the Log

You can view all Webpage Access/System Error Log here, then select specific date or a time period and delete/clear all the logs.


Keyword Competing
File Help
Finder
Analyzer
Settings
Database
Data Maintenance
Webpage Access Error Log
System Error Log
http://www.webresourcesdepot.com/open-source-live-support-open-web-messenger<wbr>. HTTP/1.1 400 Bad Request 2011-3-30
https://bugs.launchpad.net/ubuntu/+source/software IOHandler value is not valid 2011-3-30
http://www.foya.com/Online HTTP/1.1 404 Not Found 2011-3-30
http://www.livehelpengine.com/ Socket Error # 10061Connection refused. 2011-3-30
https://teachers.cie.org.uk/ IOHandler value is not valid 2011-3-30
https://support.oracle.com/ IOHandler value is not valid 2011-3-30
http://www.fortheloveofchristi.org Connect timed out. 2011-3-30
http://www.pieta.ie/Suicide HTTP/1.1 404 Not Found 2011-3-30
http://mashable.com/2010/08/31/apple-live-video-strea/ Connect timed out. 2011-3-30
http://getbettethealth.com/should-hospitals-provide-live HTTP/1.1 404 Not Found 2011-3-30
http://www.newfreedownloads.com/screenshot-providesupport-live-chat-for- website.html HTTP/1.1 404 Not Found 2011-3-30
http://www.download3000.com/download-providesupport-live-chat-for-website- count-reg-1 HTTP/1.1 400 Bad Request 2011-3-30
http://mim.live.com/ 2011-3-30
http://www.facebook.com/servicelive Connect timed out. 2011-3-30
http://www.youtube.com/watch?v=QkcUL2kSM1A Connect timed out. 2011-3-30
http://PC Magazine Socket Error # 11001Host not found. 2011-3-30
Delete Webpage Error Log
Date: 2011-2-28 - 2011-3-30
Delete Log
Clear All Log
Refresh
Standard Edition
Expiration Date: 2012-3-21
Payment is in use

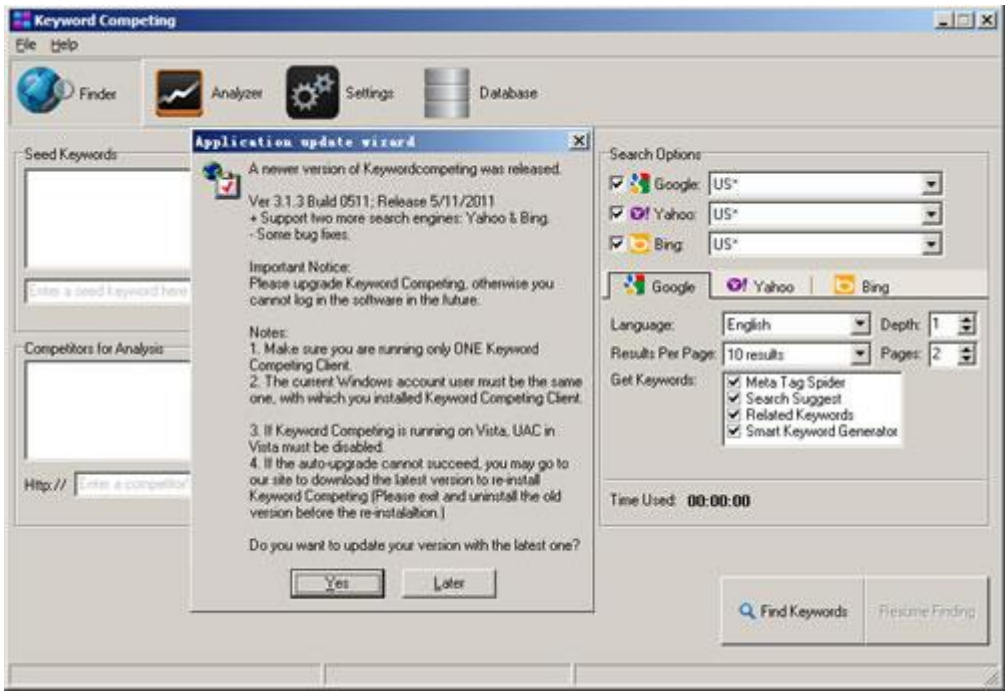
Hints:

- "Delete Log": To delete all log on the list from the specific date or a time period.
- "Clear All log": Empty all logs from the time you start to run this software until now.

7. Online Update

Check For Updates

a. If a new version of Keyword Competing was released, a notice will pop up and ask you to update your current version to the latest one after Keyword Competing is running.


Keyword Competing
File Help
Finder
Analyzer
Settings
Database
Application update wizard
A newer version of Keywordcompeting was released.
Ver 3.1.3 Build 0511; Release 5/11/2011
+ Support two more search engines: Yahoo & Bing.
- Some bug fixes.
Important Notice:
Please upgrade Keyword Competing, otherwise you cannot log in the software in the future.
Notes:
1. Make sure you are running only ONE Keyword Competing Client.
2. The current Windows account user must be the same one, with which you installed Keyword Competing Client.
3. If Keyword Competing is running on Vista, UAC in Vista must be disabled.
4. If the auto-upgrade cannot succeed, you may go to our site to download the latest version to re-install Keyword Competing (Please exit and uninstall the old version before the re-installation.)
Do you want to update your version with the latest one?
Yes
Later
Seed Keywords
Competitors for Analysis
Http://
Search Options
Google
Yahoo
Bing
US*
Language:
English
Depth:
Results Per Page:
10 results
Pages:
Get Keywords:
Meta Tag Spider
Search Suggest
Related Keywords
Smart Keyword Generator
Time Used: 00:00:00
Find Keywords
Resume Finding

b. You can easily check whether you have updated Keyword Competing successfully or whether you are using the latest version by clicking **"Help - Check For Updates"**. If you are using the latest one, a small window will pop up and say **"Your version is the latest one!"**